

Shay Xie

On a mission to design futures thoughtfully and responsibly.

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shayxie.com

EXPERIENCE

Johnson & Johnson MedTech

Team Lead, Staff User Experience Designer | Apr 2022 - Now, San Francisco, CA

- Discipline lead for Interaction & UXUI design, shaping the organization's vision and strategy for the future and building a highly effective team.

Senior User Experience Designer | Nov 2020 - Apr 2022, San Francisco, CA

- Lead a team to design integrated perioperative digital experience including strategic vision, user experience, and design systems.
- Lead, advise and collaborate with cross-organization partners to build a cohesive and scalable brand design repository for embedded systems.
- Saved multi-million dollars and time-to-market by transforming existing design into next-gen design language, leading and improving design-dev collaboration and documentation for a new product slated to launch in 2024.
- Grow team's design capability: hire, mentor, and cross-train teams & interns.
- Co-Lead ASIA ERG Bay Area chapter and campus-wide DE&I efforts.

User Experience Designer | Jun 2015 - Jun 2016, Irvine, CA

- Designed and shipped graphic user interfaces for 3 new products and branding for consumables in 2 new R&D product lines launched in 2016-17.

Punchcut

Senior Interaction Designer | Jun 2018 - Nov 2020, San Francisco, CA

- Specialized in design consulting including user research, information architecture, journey mapping, system thinking, wireframing, prototyping, workshops, project management, and mentoring.
- Led and designed concepts and deliverables from vision to detail for enterprise and consumer experiences across different industries internationally.
- Doubled company social media following and generated new business leads by leading growth efforts to promote the Punchcut brand.

Live Well Collaborative

Design Research Fellow | Sep 2016 - May 2018, Cincinnati, OH

- Led multi-disciplinary teams in design research projects to envision the future for healthcare institutions, consumer brands, and air travel.

TOOLS

Figma, Sketch, Invision, Adobe Creative Suites, Procreate, Post-its, and more

ACTIVITIES

California College of Art

Guest lecturer, 2022

Make It Happen with Havana

Podcast guest, 2022

Powerful Asian Moms

Published anthology author and artist, 2021-2022

Guardians Collective

Startup consultant, 2020

Women in Design

Mentor, 2020

EDUCATION

University of Cincinnati

Master of Design in Design
2016 - 2018

Bachelor of Science in
Industrial Design, Minor in
Professional Selling

2010 - 2015